

The Birkman Method Technical Fact Sheet

- The Birkman Method is a **personality, social perception, and occupational interest assessment** identifying behavioral styles, motivations, expectations, and stress behaviors. This assessment provides an integrated, multi-dimensional, and comprehensive analysis that often eliminates the need for multiple assessments.
- Birkman provides a wide range of non-clinical applications for measuring human behavior and occupational strengths via a series of related report formats that facilitate **self-awareness, team building, executive coaching, hiring, leadership development, interpersonal conflict resolution, and more.**
- The assessment consists of 10 scales describing **occupational preferences (Interests)**, 9 scales describing **effective behaviors (Usual Behaviors)**, and 9 scales describing interpersonal and **environmental expectations (Needs)**. A corresponding set of 9 scale values was derived to describe less-than-effective behaviors (Stress Behavior). Six additional scales measure Mindset, the perspectives we have that guide our behavior.
- The Birkman Method questionnaire consists of **298 items**, is delivered online, takes about **30 minutes to complete**, and is available in more than **24 languages**.
- Corporate HR professionals, independent consultants, executive coaches, educational institutions, and non-profit organizations **have used The Birkman Method with millions of individuals since 1951.**
- The normative sample contains 9,056 working adults **stratified across gender, ethnicity, age, and occupation**, from a variety of industries including healthcare, engineering, transportation, protective services, retail, financial services, and education.
- The theoretical background, reliability/validity evidence, and psychometric properties of The Birkman Method are well-documented in **The Birkman Method Technical Manual**.
- **Exploratory and confirmatory factor analyses, Item Response Theory (IRT), and Classical Test Theory (CTT)** are used in the scale development and maintenance of The Birkman Method.
- The scales have **test-retest reliabilities averaging 0.80** and **coefficient alphas averaging 0.78**. Face, convergent/divergent construct, and criterion-related validities have been established for The Birkman Method.

Source: The Birkman Method Technical Manual 2020 Edition